

ABSTRACT

A design professional such as an interior designer running a browser program at a client computer (i) optionally causes a digital image of a room, or a room model, or room images to be transmitted  
5 across the world wide web to a graphics server computer, and (ii) interactively selects furnishings from this server computer, so as to (iii) receive and display to his or her client a high-fidelity high-quality virtual-reality perspective-view image of furnishings displayed in, most commonly, an actual room of a client's home.  
10 Opticians may, for example, (i) upload one or more images of a client's head, and (ii) select eyeglass frames and components, to (iii) display to a prospective customer eyeglasses upon the customer's own head. The realistic images, optionally provided to bona fide design professionals for free, promote the sale to the client of goods which are normally obtained through the graphics service provider, profiting both the service provider and the design professional. Models of existing objects are built as necessary from object views. Full custom objects, including furniture and eyeglasses not yet built, are readily presented in realistic virtual  
15 image.

Also, a method of interactive advertising permits a prospective customer of a product, such as a vehicle, to view a virtual image of the selected product located within a customer-selected virtual scene, such as the prospective customer's own home driveway.  
25 Imaging for all purposes is supported by comprehensive and complete 2D to 3D image translation with precise object placement, scaling, angular rotation, coloration, shading and lighting so as to deliver flattering perspective images that, by selective lighting, arguably look better than actual photographs of real world objects within the  
30 real world.